



Request for Proposal (RFP)
***Photography Services for GCAA Annual T/TA
Conference 2025***

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1. Introduction

The Georgia Community Action Association (GCAA), an organization dedicated to fostering economic growth and community development throughout Georgia, proudly hosts the GCAA Annual Training and Technical Assistance (T/TA) Conference. This event serves as a pivotal platform for community action agencies, industry leaders, and stakeholders to collaborate and share innovative solutions for enhancing community services, build organizational capacity, resource development, and forge strategic partnerships.

The GCAA Annual T/TA Conference is a highly anticipated gathering that brings together professionals from diverse backgrounds, including government agencies, nonprofit organizations, and private sector partners. The conference aims to provide an enriching experience through insightful keynote addresses, interactive workshops, and vibrant networking opportunities.

Scheduled to take place from Tuesday, July 15th, to Friday, July 18th, at the Hyatt Regency Savannah located at 2 West Bay Street, Savannah, GA, the conference promises to be a dynamic event set against the backdrop of the historic city of Savannah. Known for its rich history, stunning architecture, and southern charm, Savannah offers an inspiring setting for attendees to engage in meaningful discussions and forge lasting connections.

In line with our commitment to excellence, GCAA is seeking proposals from qualified photography service providers who can capture the essence of the conference through compelling visual narratives. The selected photographer will play a crucial role in documenting the energy, enthusiasm, and engagement of approximately 500 participants, creating a visual legacy that will be used for future promotional materials and to celebrate the success of the event.

This RFP outlines the specific requirements and expectations for photography services during the conference, inviting experienced photographers to submit their proposals and join us in celebrating the spirit of community action.

2. Project Overview

The GCAA Annual Conference, themed "*Empowering Communities: A Path to Health, Wellness, and Equity*," is a pivotal event that unites professionals dedicated to community development and action. Scheduled from July 15 to July 18, 2025, at the Hyatt Regency Savannah, this conference is an essential gathering for around 500 participants, including leaders from various sectors, community action agencies, and industry experts. Capturing the essence of this event through high-quality photography is imperative. The selected photographer is expected to document the dynamic interactions, key moments, and vibrant atmosphere of the conference. These images will be integral to our promotional efforts and post-event marketing, helping to highlight the impactful work of GCAA and its community partners.

- ◆ *Pre-Conference Workshops*: The event kicks off on Tuesday, July 15, with a series of pre-conference workshops designed to provide in-depth training across five consecutive sessions.
- ◆ *President's Welcome Reception*: The evening will feature the engaging "Community Showdown: Line Dance & Rodeo Rally!" This vibrant event will set a lively tone for the conference, encouraging networking and interaction among participants.
- ◆ *Full Conference Days*: From Wednesday, July 16, to Friday, July 18, the conference will deliver a comprehensive schedule packed with essential activities:
 - *Keynote Speakers*: Each day will feature prominent keynote speakers sharing insights and inspiring attendees.
 - *Plenary Sessions and Workshops*: With multiple sessions running concurrently, these workshops will cover a wide range of topics tailored to the needs of community action professionals.
 - *Networking Opportunities*: Built-in breaks allow attendees to network and explore exhibitor offerings, enhancing their conference experience.
 - *Silent Auction*: Open throughout the conference, the silent auction provides a fun and engaging way for participants to support GCAA initiatives.
- ◆ *Awards and Celebrations*: The conference includes exciting events such as the Awards Banquet and Celebration on Thursday evening, where achievements within the community action network will be recognized and celebrated.
- ◆ *Closing Session*: The event concludes on Friday, July 18, with a closing session that will feature a keynote speaker, prizes, and recognitions, ensuring a memorable send-off for all attendees.

3. Scope of Work

The selected photography service provider will be responsible for capturing (see Appendix A):

- ◆ *Event Highlights*: Keynote speeches, panel discussions, audience interactions, and awards ceremonies.
- ◆ *Workshop Sessions*: three (3) to four (4) photos of each workshop session which will be shared with the workshop presenters.
- ◆ *Networking Events*: Candid shots during networking sessions and receptions.
- ◆ *Exhibition/Vendor Area*: Photographs of exhibitors, booths, silent auction, and product showcases.
- ◆ *Group Photos*: Organized group photos of attendees and sponsors as required.

- ◆ *Awards Banquet & Celebration:* photos of each awardee, candid photos, and photo booth (digital photo sharing capabilities & GCAA logo(s), see Appendix B); Provide flash drive of photos (does not have to be a complete showcase, but a good sample for viewing purposes during dinner) which will be looped during the Awards Banquet.
- ◆ *Additional Requests:* Any specific photos requested by GCAA staff or sponsors.

Deliverables include:

- ✓ High-resolution digital images
- ✓ Awards Banquet display photos from previous activities (Tuesday - Thursday morning) on USB drive by 5pm on Thursday afternoon.
- ✓ Online gallery for easy access and download
- ✓ Delivery of complete image package within 7 days after the event

4. Proposal Requirements

To ensure a comprehensive evaluation of potential photography service providers, proposals should thoroughly address the following requirements:

- ◆ **Company Background and Experience in Event Photography**
 - **Company Profile:** Provide a brief overview of your company, including its history, mission, and vision. Highlight your experience and expertise in event photography, particularly in capturing conferences or similar large-scale events.
 - **Portfolio:** Include a portfolio showcasing your previous work. Highlight events similar in size and scope to the GCAA Annual Conference, emphasizing your ability to capture dynamic moments, vibrant atmospheres, and the essence of community gatherings.
- ◆ **Proposed Approach and Methodology for Capturing the Conference**
 - **Photography Plan:** Detail your strategy for covering the event, including how you intend to document keynote speeches, workshops, networking sessions, and special events such as the "Community Showdown: Line Dance & Rodeo Rally" and the "Awards Banquet."
 - **Technical Approach:** Describe the equipment and technology you will use to ensure high-quality images. Include information on backup processes, editing techniques, and turnaround times for delivering final images.
- ◆ **Detailed Pricing Structure, Including Any Package Deals or Discounts**
 - **Pricing Breakdown:** Provide a clear and detailed pricing structure for your services. Include costs for the entire event, as well as any individual elements such as pre-conference workshops, evening receptions, and final day activities. Also include any additional expense requirements, such as travel expenses.
 - **Packages and Discounts:** Offer any package deals that cater to conferences of this nature. If applicable, detail any discounts available for early booking, referrals, or multi-event contracts with GCAA.
- ◆ **Two References from Previous Clients**
 - **Client Testimonials:** Include contact information for at least two previous clients who can provide references for your work. Ideally, these should be clients for whom you have provided similar event photography services.

- Reference Letters/Testimonials (optional): If available, attach written testimonials or letters of recommendation that highlight your professionalism, reliability, and quality of work.

5. Evaluation Criteria

When assessing proposals for photography services for the GCAA Annual Conference, the following criteria will be meticulously considered to ensure the selection of a service provider that aligns with our goals and standards:

- ◆ Relevant Experience and Expertise: Preference will be given to photographers with a strong background in capturing large conferences, community events, or similar gatherings. Demonstrating familiarity with the unique challenges and opportunities these events present is essential.
- ◆ Proposed Approach and Understanding of the Project: A well-thought-out photography plan that outlines the approach to covering different segments of the conference, such as keynote speeches, workshops, and special events like the "Community Showdown: Line Dance & Rodeo Rally" and "Awards Banquet," is expected.
- ◆ Cost-Effectiveness and Value for Money: Proposals should include a detailed breakdown of costs, ensuring transparency and clarity. Consideration will be given to those offering competitive pricing without compromising quality. Proposals that include package deals, discounts for early bookings, or additional services that enhance the conference experience will be regarded favorably.
- ◆ Client References and Testimonials: Two references from previous clients should be provided, ideally from similar events. These references will help assess the photographer's reliability, professionalism, and quality of work. *Written testimonials or letters of recommendation (*optional) that highlight the photographer's strengths, such as client service, creativity, and ability to meet deadlines, will be instrumental in the evaluation process.

6. Submission Guidelines

Please submit your proposal by Friday, April 25, 2025, to conference@georgiacaa.net: *subject - Photography RFP*. Any questions regarding this RFP can be directed to Yvette Thomas at ythomas@georgiacaa.net.

7. Contact Information

Georgia Community Action Association
900 N. Hairston Rd
Stone Mountain, GA 30083

Yvette Thomas, Administrative Director
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SCHEDULE OF CONFERENCE EVENTS

“Empowering Communities: A Path to Health, Wellness, and Equity”

July 15 – July 18, 2024

Hyatt Regency Savannah

Savannah, Georgia

Tuesday, July 15, 2025

*9:00 am – 4:30 pm (end times vary) Pre-Conference Workshops (5 consecutive sessions)
 2:00 pm – 5:00 pm Registration Open
 6:00 pm – 9:00 pm President's Welcome Reception
 ~ Community Showdown: Line Dance & Rodeo Rally!

Wednesday, July 16, 2025

8:30 am – 4:00 pm Registration Open
 8:30 am – 5:00 pm Silent Auction Open
 7:00 am – 8:30 am Continental Breakfast
 8:00 am – 8:45 am GCAA Board Meeting/Annual Membership Meeting
 9:00 am – 11:00 am Open Plenary
Keynote Speaker: TBD
TBA
“TBA”
 11:00 am – 11:15 am Break, Network and Visit Exhibitors
 11:15 am – 12:30 pm Workshops Sessions (10 consecutive sessions)
 12:45 pm – 1:45 pm Lunch on Your Own
 2:00 pm – 3:15 pm Workshop Sessions (10 consecutive sessions)
 3:15 pm – 3:30 pm Break, Network and Visit Exhibitors
 3:30 pm – 4:45 pm Workshops Sessions (10 consecutive sessions)
 4:45 pm – 5:00 pm Break, Network and Visit Exhibitors
 5:00 pm Conference Adjourns for the Evening

Thursday, July 17, 2025

7:00 am – 8:45 am Continental Breakfast
 8:00 am – 3:30 pm Silent Auction Open
 9:00 am – 11:30 am Town Hall Meeting
TBA
 11:30 am – 12:30 pm Lunch on Your Own
 12:45 pm – 2:00 pm Workshop Sessions (10 consecutive sessions)
 2:00 pm – 2:15 pm Break, Network and Visit Exhibitors
 2:15 pm – 3:30 pm Workshop Sessions (10 consecutive sessions)
 3:30 pm – 4:00 pm Last Silent Auction Session – **Make Your Final Bid!**
 3:30 pm – 4:00 pm Break, Network and Visit Exhibitors
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 5:30 pm – 6:00 pm Mix and Mingle
 6:00 pm – 8:30 pm **Awards Banquet**
Keynote Speaker: TBD
Awards Celebration
Host: GCAA Conference Committee

Friday, July 18, 2025

7:30 am – 8:45 am Breakfast
 9:00 am – 11:00 am Closing Session
Keynote Speaker: TBD
TBA
“TBA”
 11:00 am Prizes & Recognitions
 Adjourn and Close the Conference

